



# The M & M

Department of Management, Marketing & IS Newsletter

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**Management, Marketing & IS**

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## MKTG 4085 - Special Topics - Business in the Middle East —The Experience of a Lifetime!



**Business in the Middle East led by Dr. Irfan Ahmed**

The course takes place in the fall semester and culminates with an 11-day trip to Dubai. The trip combines a wonderful cultural immersion, exposure to business, gastronomy exploration and exposure to the diverse local society.

During the semester, Dr. Ahmed expertly educates and informs students regarding what to expect and sparks

student’s intellectual curiosity. The students usually have differing degrees of international exposure, which makes the dynamics of the group much more interesting. By the end of the semester, students are well-informed regarding how to appropriately interact with the various cultural differences they will encounter.

The itinerary for the trip includes visits to mosques, museums, local and *continued on page 2*



*continued from page 1*

international businesses, all while students experience the local culture. Movement through the city exposes the students to cultural norms and differences.

Dr. Ahmed has developed a magnificent educational experience. If you want to be a citizen of the world, MKTG 4085 is the course for you!

Please contact Dr. Irfan Ahmed via email regarding the course that will be offered in the fall. He can be reached at [irfanahmed@shsu.edu](mailto:irfanahmed@shsu.edu).





## Students Experience Dubai

**Name:** Baraa AlJuhani

**Major:** Management

**Graduation Date:** Spring 2019

**International travel experience prior to the Dubai trip:** Europe, Asia, US

**How would you characterize your experience in Dubai?** My experience was phenomenal. It was a great experience to travel and actually meet with companies. What is taught in the classroom is nothing compared to the actual experience!

**Name:** Blake Austin

**Major:** International Business

**Graduation Date:** 2019

**International travel experience prior to the Dubai trip:** Prior to traveling to Dubai I had only traveled outside of the country three times. I have traveled to Jamaica two times, and a cruise once to the islands of the Bahamas, Saint Thomas, and St. Maarten. The main thing I was looking forward to opposed to my previous experiences abroad, would be the cultural exposure. I knew that on this trip I would get the full exposure to the culture of Dubai. Usually when I go places with my family we are the typical tourists and never get to indulge into the culture.

**How would you characterize your experience in Dubai?** My experience in Dubai was everything I expected. We did a little bit of everything. I must say for my



first taste of Dubai It was an enjoyable one. We were taken to different cultural experiences where we were given insight on the cultures and the foods in the Middle East. We visited corporations and the chamber of commerce as well. The business people were so welcoming and open to us as American students. Also aside from all of the business there were fun activities scheduled for us as well. Dr. Ahmed did well in putting together a concise yet enjoyable itinerary. I would definitely recommend this trip to students in the future, as well as I look forward to



returning in the future.

**Name:** Benjamin Blume

**Major:** International Business

**Graduation Date:** December 2019

**International travel experience prior to the Dubai trip:** Studied in Germany twice, Switzerland, Japan and Australia. I have about 20 other countries I have visited and explored also.

**How would you characterize your experience in Dubai?** This trip was a great opportunity for me to see what another culture lives like and how they adapt their traditional lifestyles to a growing demand for western lifestyle.

**Name:** Alexis Hardy

**Major:** Marketing

**Graduation Date:** May 2019

**International travel experience prior to the Dubai trip:** None

**How would you characterize your experience in Dubai?** My experience in Dubai was life changing. This trip gave me the opportunity to embrace a beautiful culture. Dr. Ahmed should earn an award for trip planning. The program has a perfect mix of academia and tourism. The depth of this trip definitely outweighs its

cost. If you meet the criteria, this is a trip you do NOT want to miss out on.

**Name:** Alexandra Howard

**Major:** Management

**Minors:** Marketing & Business Communication

**Graduation Date:** May 2019

**International travel experience prior to the Dubai trip:** Traveled to Canada as a baby, but little to none until Dubai.

**How would you characterize your experience in Dubai?** In two words: LIFE CHANGING! For someone who



has not traveled out of the country often being able to experience cultural differences on a deep level has developed my perspective in business and in life. Although, the additional cost might deter students from attending just know that this trip goes above and beyond what you might experience on your own. I would encourage any college student to step out and study abroad with Sam Houston State.

**Name:** Mitchell Meier

**Major:** Marketing

**Minor:** Management

**Graduation Date:** Dec. 2018



## Students Experience Dubai, continued



**International travel experience prior to the Dubai trip:** I would hardly consider a Christmas in Mexico “international travel” but that is the extent of my experience. **How would you characterize your experience in Dubai?** Dubai was very enlightening as it exemplified both how large the world is just geographically, and how small it is after meeting people with multiple mutual acquaintances.



**Name:** Zeeshan Mohammed  
**Major:** Marketing  
**Graduation Date:** August 2019  
**International travel experience prior to the Dubai trip:** India, Canada, and the UK  
**How would you characterize your experience in Dubai?** Immersive, diverse, and entertaining! The culture in Dubai is really something else. The vast choices of food, different types of people, and the beautiful sites makes visiting this country worthwhile. I am more than grateful to have been able to visit a different part of the world with completely different perspectives and learn about

various marketing practices that businesses in the Middle East conduct.

**Name:** Ann-Jolie Sigmar  
**Major:** General Business  
**International travel experience prior to the Dubai trip:** Canada and British Virgin Islands  
**How would you characterize your experience in Dubai?** Going on a study abroad trip to Dubai was probably the best decision I have made. Having the opportunity to experience the culture, food, and have networking opportunities while getting credit toward my degree seemed unreal, but was made into a reality thanks to Dr. Ahmed. If anyone has even thought about going on a study abroad, my advice is to go for it! It was a once in a lifetime, unbelievable opportunity.

**Name:** Samantha Silva  
**Major:** Business Management  
**Graduation Date:** Fall 2019  
**International travel experience prior to the Dubai trip:** I have traveled to Kenya, Honduras, Mexico, Dominican Republic, Switzerland, France, Italy, and Sweden.  
**How would you characterize your experience in Dubai?** I would characterize my experience in Dubai as unique. There is no other place like it, and I learned so much more about the culture than I had expected. It was interesting to see how popular organizations market their products to this region of the world and adapt to their surroundings. Since

Dubai is a thriving city and is still growing, there will always be new businesses starting and something new to experience.

**Name:** Olivia Vega  
**Major:** Marketing with a Mass Communications Minor  
**Graduation Date:** Fall 2019  
**International travel experience prior to the Dubai trip:** I have never traveled by plane before, Dubai was my first time. The only international travel experience is by car visiting my family in Mexico.  
**How would you characterize your experience in Dubai?** My experience in Dubai was amazing, I don't think I would have ever visited on my own if it wasn't for this opportunity provided by SHSU. It inspired me to work hard in order be able to travel more.

**Name:** Jaidyn Wilkerson  
**Major:** Business Administration  
**Graduation Date:** May 2020  
**International travel experience prior to the Dubai trip:** None  
**How would you characterize your experience in Dubai?** The trip was a life changing cultural experience.



**Name:** Kingslee Zarate  
**Major:** Business Administration with a Minor in Management  
**Graduation Date:** 8/2019  
**International travel experience prior to the Dubai trip:** I have visited Germany, Austria, Switzerland, and Liechtenstein.  
**How would you characterize your experience in Dubai?** A surreal experience consisting of equal parts business and pleasure as we were able to bask in the diverse culture Dubai has to offer as well as experience the Middle East through the fast-paced world of business and marketing.



## Management, Marketing and IS Retirements

### Dr. Roger Abshire is retiring after 30 years of service at SHSU.

He spent 20 of the 30 years serving as the department chair for the management and marketing department!

We have Dr. Charles Capps to thank for bringing Dr. Roger Abshire to Sam Houston State University!! Dr. Capps called Dr. Abshire and informed him that there was a faculty position available in marketing. Roger and Charles were friends from graduate school. After visiting the campus, Dr. Abshire thought, "... this would be a great place to be because of the people I met here. I was right!"

Although he started his tenure at SAM teaching marketing, it was in his fourth year that his peers selected him to serve as the Chair of the Department. About that same time, the College of Business elected to seek accreditation from AACSB. Dr. Abshire had the opportunity to observe firsthand as the faculty of the college pulled together and obtained AACSB accreditation.



▲ Retirees Roger Abshire, Claudia Davis and Joe Kavanaugh.



Dr. Abshire states, "I have spent two-thirds of my time here as department chair. As custodian of the department, I tried to make resources available and stay out of the faculty's way and let them do their job." And we certainly appreciate his leadership and the discretion he afforded us to do our jobs in the manner that we determined to best fit the needs of our students. After his 30 year investment at SHSU, he wants to be remembered as a team player who treated everyone fairly.

The one thing Sr. Abshire will not miss is the parking. We are sure the parking situation has changed tremendously over the last 30 years.

What will Dr. Abshire miss once he retires, he recalls, "I will miss interacting with my diverse group of colleagues. I will also miss being surrounded by students; I think they may keep us young at heart."

Dr. Abshire is known to break out in song, at a moment's notice. He enjoys "good music" and "good" food! So, we might imagine that he will spend his retirement enjoying more of both!

Dr. Roger Abshire's parting words to students are: "Don't take shortcuts and don't apologize for doing the right thing." We will all certainly miss Dr. Abshire's presence in the department, the College and the campus! We wish you ALL the BEST in your next chapter!

### Claudia Davis, SHSU Alumnae Extraordinaire ... Now a COBA Retiree!

Professor Davis returned to 'one of' her first loves when she returned to teach at Sam Houston State University (SAM) 17 years ago! Although she makes the commute from Cypress, for 8 a.m. classes, no less, she says, she cannot wait to end her commute!

Prof. Davis arrived back at SAM as an instructor hoping to encourage students "Not to Give Up"! She offered students that came from her own work experiences, hoping that students would relate to the material better. Her 17 year tenure as an instructor are filled with wonderful memories. She describes the students as the "BEST students around! She says they are very curious and determined!" Although if you allow her to elaborate,

she mentions that some are frustrating and some are inspiring, however overall she boasts that SAM students are a great group of young people."

Professor Davis even boasts about her management faculty colleagues. She recalls bringing her Mom to a Christmas Party a few years back and how everyone showed her Mom so much love. She carefully remembers how the same love was shown when her Mom passed away a few years later.



Davis hopes to be remembered as a passionate, enthusiastic, involved and caring person. She says that she strived to give her all to the students, the faculty and SHSU! Prof Davis definitely maintained her school spirit throughout her tenure as a faculty member. She proudly wore her Bearkat orange and attended games as often as possible! Word on the street



is that she is steering her grandchildren toward becoming Bearkats also!

Davis' parting message to SHSU students:

Never give up, always keep your integrity, give back whenever you can, and have passion in whatever you do!" And as Tim McGraw says "Always be humble and kind."

So, you might wonder where we might find Professor Davis after classes end and she transitions to "being retired" ... well she plans to devote her attention to the following, not necessarily in order:

Her grandchildren (Bryan, Keller, and Caroline). Her dogs (Izzy, Gracie and Pia). Spending time with her husband, Joe. Putting her feet in the sand ... on any beach!

Professor Claudia Davis, thank you for your service to Sam Houston State University! Go Bearkats!!

### From Professor to Fishermen or Pilot or Sailor

Dr. Joe Kavanaugh began his tenure at SHSU in the fall of 1995. He has invested 23 years at SHSU and 50 years in service to higher education. Prior to coming to SAM, Dr. Kavanaugh spent twenty-seven years in university administration. He completed this career as the chief student affairs officer and member of the President's cabinet at Lamar University – Beaumont. He recalls "Those were turbulent years at Lamar, as that system was dissolved and merged into the Texas State University System. I was ready for a change; it was time to go to the faculty". Fortunately, a position opened at SAM, and Dr. Abshire was kind enough to hire him. As Dr. Kavanaugh progressed from lecturer to full professor, at the same time that SHSU grew from under 10,000 students to just over 20,000 students. What attracted him to SAM was the opportunity to continue to serve the needs of first-generation students, and especially the culture of the college and the campus. It has been a great fit.

Dr. Kavanaugh describes SAM students as first generation, searching and seeking. He says our students are very practical have a great work ethic, which is valued by employers. He says overall, our students are also courteous, respectful, and really appreciative of instructors who can "take theory to practice" that is, instructors who can illustrate concepts with real stories and life lessons.

When asked to recall memorable moments, he shared: "I began at SAM



teaching Principles and Organizational Behavior. My most memorable event in OB was introducing experiential learning into the OB class. I've often said I could accomplish in one day on the ropes course what would take me two weeks in the classroom. When I migrated to teaching strategy, my greatest sense of accomplishment came from the performance of MBA capstone students and their consulting assignments with real organizations. Boy, did they create value for these organizations. And the value of the personal confidence they gained? Priceless!"

To list Dr. Kavanaugh's accomplishments during his tenure at SHSU, we would need a few more issues of the M&M. However, we want to mention a couple here. Dr. Kavanaugh wants to thank Paul Reed for introducing him to writing business cases. In fact, he thinks he has become quite good at this form of research. For a period of years, he participated in, then provided leadership for, strategic planning at the college and departmental level. The committee structure was stronger then, and these efforts gave faculty a more intentional voice in the direction of the Department and the College. Mostly, he has been able to teach untold students the value of learning, the realization that working hard academically has rewards, and the rigors of writing well.

Dr. Kavanaugh is certainly ready to retire, however what he will miss most about SAM is "The collegiality of the department. While the manifestations of our culture have evolved over the years, its core values of collaboration, academic integrity, concern for students, and personal care for one another, positivity and the esprit de corps are strong still. I believe it makes us a great place for teachers to teach and students to learn."

As Dr. Kavanaugh leaves SAM with countless memories, he hopes to be remembered by his students as demanding and fair, with great real-world insight on the subjects he taught and stories he told. He hopes his colleagues will remember him as a humble force for change, a good listener, a thoughtful voice, and a kind soul.

Pictures are worth a 1,000 words. The pictures of Joe Kavanaugh reveal that he will be busy during retirement. His "what's next" includes new wings! More golf, pickleball and exercise. Freedom to travel whenever, wherever with his adventurous wife, Jane. Some consulting. And continuing his pro bono work as a mentor for young start-up technology companies in the energy space. Along with numerous colleague/volunteers from the old Houston Technology Center, together they have formed Global Energy Mentors (GEM) to continue to contribute to the "entrepreneurial ecosystem" in Houston.

Dr. Kavanaugh's message and parting words to SHSU students are:

*"Be uncomfortable. Don't settle. Strive for what you want. If you don't like it, change it. Maintain your virtue. Be honest. Keep your word. Despite all evidence to the contrary, I believe the world does value integrity. Pay it forward; then pay it back. Remember Sam Houston: "The measure of a life is its service!"*



## APICS Case Competition Team Travels to Mexico City

After a grueling multiple month competition, the Sam Houston State University APICS case competition team managed to qualify for the Rio Grande Regional Finals in Mexico City, Mexico. During the weekend of February 15 – 17, the students traveled to Mexico City to compete with teams from other universities in North and Central America



for the opportunity to compete at the APICS International Case Competition Finals in Las Vegas, Nevada. The competition was held at the Ernst & Young building in downtown Mexico City, where business professionals in various supply chain and operations management roles evaluated the performance of the teams in solving a business case involving the production and shipping of toys around the world.

While they did not win the competition, the Sam Houston State University APICS case team did receive outstanding grades on their presentation skills, and were graded overall as one of the top teams by the judges. In addition to the professional experience, the students enjoyed the opportunity to experience Mexico City's food and culture. The team (left to right)

consisted of graduate student Kathy Massey and undergraduate student Megan Norton as well as undergraduate student Anubhav Thakur and graduate student Brent Hines.



## ◀ 2019 Texas HR Games Competition

A team of four Sam Houston State University undergraduate students represented The College of Business Administration at this year's 2019 Texas HR Games Competition and Student Leadership Summit. Brianna Hickman (senior), Tiana Harian (junior), Jacob Kapuscinski (junior), and Casey Scott (alternate – senior) placed 7th at this year's competition which is designed to allow HR students to showcase their knowledge of HR while preparing for professional credentials such as SHRM's CP or HRCI's PHR certifications.

The HR Games is a Jeopardy-style competition open to undergraduate students from universities across the state and is funded by the Texas SHRM State Council. Competitors from this year's event included students from Baylor University, Texas State University, Tarleton State University, University of Texas at Dallas (winners of this year's competition), and six other universities.



## Dr. Simmons and Dr. Robinson present at the 15th Annual Diversity Leadership Conference



Dr. Shani Robinson (Department of Accounting) and Dr. Aneika Simmons (Department of Management, Marketing, and Information Systems) conducted a workshop in the 15th Annual Diversity Leadership Conference of 2019. This conference is designed to address diversity and leadership issues as related to academia, student development, and the greater global society. The presented work was entitled, “How to Prepare Today to be the Transformational Leader of Tomorrow”. They utilized the established framework of transformational leadership so that the participants, primarily students, could become familiarized with the components of this leadership style. The aspects of transformational leadership were explained as idealized influence, inspirational motivation, intellectual stimulation, and individualized consideration. They then detailed the importance of being coachable, envisioning your future, equipping yourself with strategies to properly problem solve, and the importance of a life long

journey of investigating leadership. The audience was engaged and a lively question and answer session took place at the completion of the presentation. The weblink to this event is as follows: <https://www.shsu.edu/dept/student-activities/cdia/dlc/>

► *Dr. Shani Robinson, and Dr. Aneika Simmons .*





## 2nd Annual U.S. IT Collegiate Conference in Galveston

Management Information Systems (MIS) undergraduate students Johan Shirazi, Franklin Junay Lemus, Grace Atkinson, Urja KC, Nhi Do, and Eduardo Martinez, along with Associate Professors of MIS, Dr. Janis Warner and Dr. Kamphol Wipawayangkool, attended the 2nd Annual U.S. IT Collegiate Conference (USITCC) on April 4-7, 2019 in Galveston at The San Luis Resort, Spa & Conference Center. The conference sponsors were Accenture, College Raptor, COMMON, ICCP, Global Shop Solutions, Technical Youth, Our Lady of the Lake University, while State Farm, myEduator, Tarleton State University, and Texas State University participated as exhibitors.

The students won three awards! Out of 32 teams, Nhi Do and Johan Shirazi won the 2nd place in the System Analysis and Design contest. Out of 49 teams, Nhi Do and Johan Shirazi won the 3rd place in the Database Design contest. Nhi and Johan also won an Honorable Mention Award in the Database Design contest in 2018 USITCC. Finally, out of 29 teams, Nhi Do and Franklin Junay Lemus won an Honorable Mention Award in the Business Analytics contest.



Among 360 people in attendance, there were 262 students and 58 faculty from 38 universities and colleges, including Purdue University, University of Houston, University of Iowa, Iowa State University, University of Mississippi, University of Missouri-St Louis, Appalachian State University, Texas State University, Tarleton State University, Missouri State University, Ball State University, University of Wisconsin-Stout, Quinnipiac University, Georgia Gwinnett College, Our Lady of the Lake University, and Oklahoma Panhandle State University. This trip is made possible by funding and support from SHSU College of Business Administration, Global Shop Solutions, and SHSU CompTIA Association of IT Professionals Student Chapter, of which Shirazi is the president, Junay Lemus is the vice president, Atkinson is the social media director, KC is the secretary, Do is the previous president and an active member, and Martinez is an active member. Martinez was awarded with a scholarship from Global Shop Solutions in this spring semester. Dr. Janis Warner and Dr. Kamphol Wipawayangkool are the proud faculty advisors.





## Management Professors Contribute to the Community

The Klein Independent School District holds an annual Gifted and Talented (GT) Research Expo. This year, the Globally Gifted program was held on March 5th and 6th, 2019 at the Klein Multipurpose Center. The Klein school district provides these GT services for kindergartners to 12th graders. About 1,900 gifted and talented Klein students attended the event this year. Students began working on their projects in August and presented their work at the Expo in March. Their work was shared with teachers, advisers, community volunteers and expert appraisers. This year, our department displayed their support for the Klein students and community by volunteering as expert appraisers. The organizers sought the support of professors and



graduate students since many of the students requested external evaluators from their field of investigation. In response, Dr. Joseph Kavanaugh, Dr. Carla Jones, and Dr. Aneika Simmons worked with the students by providing feedback and helping them think through and explain their work. They each thoroughly enjoyed volunteering at the event!

## Women's History Month Panel

In celebration of Women History's Month, The College of Education hosted a luncheon on Tuesday March 5th. They invited a panel of five women to share their experiences with intersectionality while working in academia. Along with other campus faculty, they invited Dr. Dana Bible (General Business and Finance) and Dr. Aneika Simmons (Management, Marketing, and Information Systems) from the College of Business Administration. After an introductory statement from each panelist, there was an open discussion and audience Q&A about intersectionality. We discussed several topics relevant to intersectionality; in general, these topics included defending research interests, managing experiences related to marital status and motherhood, sexuality within the workplace, as well as managing inquiries about immigration status. The audience consisted of faculty, staff, as well as some graduate students.



▲ (From left to right) Ms. Bryanna Johnson, Dr. Dana Bible, Associate Dean Rebecca Bustamante and Dr. Aneika Simmons.



▲ At left, Dr. Aneika Simmons. In this photo, is expressing her experience in academia within the intersection of gender, marital and parental status.



## 2018 Holiday Party!





## Faculty Accomplishments

### Dr. Carrie Belsito

Worked to enhance the HR Major marketing campaign over the past year. Her efforts, in conjunction with Meghan Burton, the Program Marketing Coordinator for SHSU, resulted in receiving an Honorable Mention in the MarCom Awards! The awards are administered by the Association of Communication Professionals.

The marketing campaigns are set up so that a certain number of dollars are earmarked toward marketing various majors to potential/future Bearkats.

### Dr. Carliss Miller

Is a grant recipient for the OER Course Redesign Grant aimed at lowering textbook costs. <https://www.shsu.edu/today@sam/T@S/article/2019/eliminate-textbook-costs>.

Has published a manuscript based on one of her dissertation papers titled, Exploring the Crabs in the Barrel Syndrome in Organizations, in the Diversity and Inclusion Special Issue of the Journal of Leadership and Organization Studies (JLOS)

### Dr. Janis Warner

Is now SHSU's Southwest Decision Sciences Institute Campus Liaison.

## MIS Students at the 12th Annual Undergraduate Research Symposium



On April 27, 2019 at the Undergraduate Research Symposium (URS) sponsored by Elliott T. Bowers Honors College, The E.U.R.E.C.A. Center, and Dr. Hiranya Nath for Assam Scholarship, among over 200 undergraduate students in attendance, 16 Management Information Systems (MIS) students presented their team research projects in MGIS 4330 Business Database Management II under the supervision of Dr. Kamphol Wipawayangkool, Associate Professor of MIS. First, Soo Jong Cho, Cameron Evans, Santos Karki, and Saad Tabba presented their research on

the Impact of Cloud Computing on Business. Second, Joshua Abshire, Travis Dixon, Nathan Hillger, and Logan Huff discussed the Advantages and Disadvantages between On-premise and Cloud Software and Infrastructure. Third, Kenneth Malone, Cameron Monnat, John Moreno, and Torian Williams discussed the Security Issues in Cloud Computing. Finally, Peyton Clark, Franklin Junay Lemus, Urja KC, and Eduardo Martinez presented their research on Big Data and Cloud Computing. Each team also presented their work-in-progress on the web database application for the Reba Bock Career Closet project which is

the Academic Community Engagement (ACE) project in MGIS 4330 Business Database Management II. The system demonstrates the power of cloud computing by Microsoft Azure, a leading cloud platform in the industry.

The purpose of the Reba Bock Career Closet project, under the supervision of Dr. Ashly Smith, Assistant Professor of Business Communication, is to have a resource on campus for students who need professional attire but may not have the money to purchase it at retail prices. Donations are now being accepted. All donations must be business attire, which include pant suits, skirt suits, slacks, buttoned-down shirts, blouses, ties, belts, and dresses. Financial gifts are also accepted by joining the Friends of Career Services, and designating support for the Career Closet, specifically. Those interested in giving should contact Career Services at 936-294-1713.

## Fall 2018 MTA Success

Congratulations to the following students who passed the Microsoft Technology Associate (MTA): Database Fundamentals certification exam in Dr. Kamphol Wipawayangkool's MGIS 4330 Business Database Management II in Fall 2018: Charles Bachand, Brittany Baisley, Kathryn Crow, Thomas Curtis, David Hall, Kristen Harris, Andrew Houston, Kayla Kelsey, Hyun Koo, Andrew Mcgregory, Kevin Movaghar, and Emberth Perez. According to Microsoft, this certification proves introductory knowledge of and skills with databases, including relational databases, such as Microsoft SQL Server.



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